

Creative leader with 10 years of experience, including 6 in-house, specializing in brand strategy, inclusive storytelling, and cross-channel campaigns.

Experience

Senior Art Director, Editorial Target NYC

2024–Now

- Led creative direction for editorial photoshoots, introducing innovative set designs and refined lighting techniques to elevate Target's visual storytelling and brand perception.
- Developed high-performing editorial content, driving a 126% increase in visits and \$12.3M in sales, ranking as the third highest in-demand sales driver of the year.
- Collaborated cross-functionally with styling and customer experience teams to create strategic, trend-driven editorial narratives, positioning Target as a style authority in the market.
- Pioneered a quieter, more refined aesthetic, evolving brand visuals to align with shifting consumer preferences and luxury-inspired editorial trends.
- Partnered with digital and design teams to ensure seamless integration of photography into online experiences, enhancing engagement and conversion rates.
- Enhanced creative efficiency, refining retouching workflows and product ordering systems to streamline production timelines.

Senior Art Director, Campaign Target NYC

2022–2024

- Led creative development for high-impact multicultural and holiday campaigns, including Target's 2022 Holiday Commercial, which contributed to \$3.5B in promo sales, exceeding forecasts by \$45M (+1.3%).
- Drove visual strategy and execution, ensuring multicultural campaigns resonated authentically with diverse guests—a key company-wide initiative to increase multicultural engagement and spending.
- Partnered with the promo team to refine storytelling, ensuring campaign messaging aligned with guest insights and effectively reinforced Target's reputation for affordability.
- Collaborated cross-functionally with large teams, working closely with the video director, assistant directors, and reporting to the VP of Creative to maintain creative integrity.
- Spearheaded daily meetings and creative reviews, ensuring coordination across departments and keeping projects on track with business objectives.
- Tailored creative direction for different audiences, balancing broad, universally appealing holiday campaigns with culturally specific storytelling that fostered deeper connections with multicultural consumers.

Senior Art Director, Shop Latinx

2021–2022

- Built and executed the brand's first cohesive visual identity, shaping an evergreen creative strategy that continues to drive brand recognition.
 - Led all visual branding and creative direction as one of only four core team members, directly contributing to \$1M in pre-seed funding by crafting and presenting investor pitches.
 - Managed external creative talent, hiring and overseeing contract designers, photographers, videographers, and influencers to execute high-impact content and partnerships.
 - Spearheaded brand collaborations, including a partnership with Warner Bros., expanding brand visibility and credibility.
 - Drove 20,000+ follower growth, increasing brand engagement through digital content and community-driven storytelling.
 - Personally designed and launched the brand's first wave of merch, with bestsellers driving a 185% revenue increase (Sept–Oct 2021).
 - Increased AOV by 44% (\$82.60 in Q3 '21) and helped drive 300+ brand applications to our ecommerce platform, strengthening market position.
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Experience, Cont.

Art Director,
Jean Dousset LA
2019 - 2020

- Led digital design for the launch of Oui by Jean Dousset, shaping the brand's visual identity across web, email, and social media.
- Designed high-performing digital assets, from motion graphics to hand-drawn design elements, driving engagement and brand recognition.
- Developed scalable design templates, streamlining asset creation and ensuring cohesive brand storytelling across all platforms.
- Played a key role in photoshoot production, leading model scouting, mood-boarding, and creative direction for visual campaigns.
- Implemented new organizational systems, optimizing workflow efficiency and improving cross-functional collaboration.

Senior Designer,
Beautycon LA
2018-2019

- Spearheaded daily design and creative direction for Beautycon's digital presence, including email campaigns, social media posts, web assets, and internal presentations, driving engagement and brand visibility.
- Played a pivotal role in Beautycon NYC, designing promotional assets for signage, banners, and photo moments that helped attract 161K attendees to the event.
- Designed marketing and event collateral for BeautyconPOP, an experiential and e-commerce initiative, engaging over 6,000 attendees during its 6-month run and enhancing brand engagement in a live-event setting.
- Contributed to the overall brand experience by ensuring consistent visual storytelling across digital, print, and event materials.

Digital Designer,
WhoWhatWear
2017 - 2018

- Designed daily editorial content for WhoWhatWear, Byrdie, and MyDomaine, creating engaging social media assets, editorial features, and branded content that resonated with the audience.
- Led the creative design of editorial web pages, ensuring a seamless and visually engaging user experience across all platforms.
- Transformed basic product photography into visually dynamic, engaging content through digital collage techniques, enhancing the visual appeal of the editorial pieces.
- Collaborated with cross-functional teams to craft compelling branded content, supporting editorial storytelling and driving user engagement.

Education

Bachelor of Arts
Occidental College
2014 - 2018

Languages

English, Native
Spanish, Proficient

Skills and Programs

Adobe Photoshop	Capture One
Adobe InDesign	Microsoft Suite
Adobe Illustrator	Sharepoint
Adobe After Effects	Miro
Adobe Premiere	Notion
Adobe Bridge	Asana
Adobe Lightrooom	
Adobe Acrobat	
Figma	